

EEO ANNUAL REPORT

August 1, 2021 to August 1, 2022

On March 10, 2003, the Federal Communications Commission instituted new EEO reporting and recordkeeping rules designed to track a station's recruitment and hiring practices. The rules required a posting of certain tabulations of those efforts on the station's website and in the Public File, which is maintained at the station's business location.

Following is the required posting of hiring and recruitment procedures undertaken by KHUM-FM, KWPT-FM, KSLG-FM and KLGE-FM since the institution of the Commission's new rules.

These same documents can be viewed in the station's Public File, which is housed at 1400 Main Street, Suite 104, in Ferndale, California. The file is available for viewing during normal business hours. The next required posting is August 1, 2023.

Lost Coast Communications, Inc., licensee of the stations KHUM-FM, KLGE-FM, KSLG-FM, and through its subsidiary KWPT, Inc., the licensee of KWPT-FM, is an equal opportunity employer, working to provide broad outreach regarding job vacancies and to encourage a diverse workplace.

No organization has requested to be notified for job vacancy.

Positions Filled

The following full-time positions were filled during this period.

1. **Graphic Designer: April 2022**
Recruitment Source: Radio Advertising, Lost Coast Outpost Jobs Posting, Craig's List, Facebook, LinkedIn, Indeed
2. **Multimedia Sales Associate: March 2022**
Recruitment Source: Inhouse promotion
3. **Multimedia Sales Associate: March 2022**
Recruitment Source: Radio Advertising, Lost Coast Outpost Jobs Posting, Craig's List, Facebook, LinkedIn, Indeed
4. **Multimedia Sales Associate: February 2022**
Recruitment Source: Radio Advertising, Lost Coast Outpost Jobs Posting, Craig's List, Facebook, LinkedIn, Indeed
5. **Journalist: February 2022**
Recruitment Source: Networking

The following part-time positions were filled during this period.

1. **Part-Time DJ: October 2021**
Recruitment Source: Networking
2. **Part-Time DJ: October 2021**
Recruitment Source: Radio Advertising, Lost Coast Outpost Jobs Posting, Craig’s List, Facebook, networking

Additional Ongoing Recruiting

1. **Sales**
Recruitment Sources: Networking
2. **Part-time/On-call DJ**
Recruitment Sources: Networking

Recruiting Sources Addresses

Lost Coast Outpost
1400 Main Street, Suite 104
Ferndale, CA 95536
(707) 786-5104

Humboldt State University
1 Harpst Street
Arcata, CA 95521
(707) 826-3011

Craigslist Headquarters
1381 9th Ave.
San Francisco, CA 94122
(415) 566-6394

Indeed, Inc.
6433 Champion Grandview Way
Building 1
Austin, TX, 78750

LinkedIn
501 Pistachio Pl
Windsor, California 95492
(650) 687-3555

Facebook.com
1 Hacker Way
Menlo Park, CA 94025

Lost Coast Communications has more than ten employees and operates in a small market (market population less than 250,000). As such, we are required to complete two recruitment initiatives within a two-year time period.

For the past two years, the licensee has engaged in the following initiatives:

1. **Recruitment/Internship Program.** Executive leadership at LCCI routinely engages with the business school at HSU in an effort to network with future and recent grads, attending yearly business round table events and participating in their internship program when we have the need. Typically, an intern is groomed for multiple job types in a sales and/or marketing capacity.
2. **Recruitment HSU Journalism & Mass Communications.** We maintain a good working relationship with several of the instructors at the local university. We reach out to the radio instructor when we have opening for broadcast and production positions open.

3. **Educational Tours.** The stations regularly host local college, high school, elementary school and scout groups for educational tours on how the station operates.
4. **Community Involvement:** Executive leadership regularly engages with the community through local chambers, rotary clubs and other social groups, with the goal of delivering a short presentation about the operations and ongoing recruitment of Lost Coast Communications, Inc.
5. **Career Technical Education Program:** LCCi has partnered with a local High School to provide real world work experience to their Photo and Design CTE class. Students created ads for local businesses which we ran for free.